

**Perry Main Street**  
***Special Called Board Meeting***  
***February 19, 2015***  
***Minutes***

1. Welcome: The meeting was called to order at 5:05 p.m.

2. Roll: President Scragg, Directors Bill O’Neal, Marty Myers, Terre Walker, Sandi Smeltzer and Brian Jones

Absent: Directors Joe Brownlee, Bill Loudermilk, Angie Gheesling, Bob Taylor and Beth McLaughlin

Staff: Main Street Coordinator Catherine Edgemon and Trisha McMillan, Recording Clerk

3. Community Branding Initiative

This meeting was called to discuss the branding proposal for Perry. The branding committee has selected ChandlerThinks of Franklin, Tennessee, as its recommendation to lead the branding effort. Mr. Chandler said in his proposal that when a community markets itself to people, those people expect the community to deliver on that brand promise. He suggested, for example, that Perry have a food, drink or product theme that everyone will serve and is unique to Perry, such as peaches or pecans.

Director Smeltzer said Mr. Chandler is currently doing a re-branding effort in Macon. Although branding is costly, Director Walker thinks the brand will be good for 15-20 years; so the \$65,000 cost would average out to about \$3,000 a year. The Historical Society, Merchants Association and UPP have all made pledges towards the cost of the branding program. Director Smeltzer will present the project to the CVB board, and Chamber President McLendon will present it to the Chamber.

Per Director Walker after Mr. Chandler does his research, he will make recommendations to the committee for a logo, slogan and tag lines. After the brand is selected, the implementation phase will begin. Ms. Walker reminded board that signage should not be done until the city has a branding identity. It would take Mr. Chandler about 6-9 months to complete the branding process, but if the city decides to do it themselves, it could take 2 – 3 years. Mr. Chandler will help implement the plan and get it out to the public because community buy-in into this process is needed for it to succeed. He will engage all community partners in this decision. Director Myers suggested having a contest to select the logo and slogan. Director Walker said if turned over to the community, the resulting product would not be professional.

Director Walker made a motion that Perry Main Street pledge \$2,500 towards hiring ChandlerThinks for the branding process that would come the Farmers Market and bench program funds. Director O’Neal seconded the motion. Director Myers abstained from voting, saying he does not feel spending \$65,000 on branding will sit well with the community. Everyone else voted unanimously to approve the motion.

Ms. Edgemon said a 1% tax that has been on hotel/motel tax for a while was being collected to support cost of the construction of Go Fish. That tax will expire soon, but Ms. Edgemon suggested continuing the tax and applying those funds to the branding process and implementation costs. Ms. Edgemon said she hopes the council will vote whether to initiate the branding effort in March.

4. Adjournment – With no other business the meeting was adjourned at 5:50 p.m.